

Rep Order# 9834837 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 10/03/2012 8:14 AM  
Last Received: 10/02/2012 6:29 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1905  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE CHANGES OK. PLS CNF

| LT  | Ln  | Day           | Time        | Program   | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---------------|-------------|---|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---           | ---         | -----   | --- | ---      | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *1  | TU-F,M        | 7P-730P     | TWO & A HALF MEN                                    | :30 | \$125.00 | 10/02-10/08 | 1 P4       | 1          | 1           | \$125.00   |         |
|     |     | Sales Remark: |             | V3 RTE CHG<br>1X CX<br>V3 More than 2 codes changed |     |          |             |            |            |             |            |         |
|     | *2  | TU-F,M        | 730P-8P     | HOW I MET YOUR MOTHER                               | :30 | \$125.00 | 10/02-10/08 | 1 P4       | 1          | 1           | \$125.00   |         |
|     |     | Sales Remark: |             | V3 RTE CHG<br>1X CX<br>V3 More than 2 codes changed |     |          |             |            |            |             |            |         |
|     | *3  | TU-F,M        | 1105P-1135P | TWO AND A HALF MEN                                  | :30 | \$50.00  | 10/02-10/08 | 0          | 0          | 0           | \$0.00     |         |
|     |     | Sales Remark: |             | V3 CX<br>V3 More than 2 codes changed               |     |          |             |            |            |             |            |         |
|     | *4  | TU-F,M        | 1135P-1205A | HOW I MET YOUR MOTHER                               | :30 | \$50.00  | 10/02-10/08 | 1 P4       | 1          | 1           | \$50.00    |         |
|     |     | Sales Remark: |             | V3 RTE CHG<br>V3 Comment Changed, Rate Changed      |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 3 / \$300.00

Rep Order# 9834837 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 10/03/2012 8:14 AM  
Last Received: 10/02/2012 6:29 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1905  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$300.00

Sales Totals: 3 / \$300.00

Station Totals: 3 / \$300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |    |      |     |      |    |      |    |
|---------------|----------|------|----|------|----|------|-----|------|----|------|----|
| Market Totals | \$30,000 | CABL | 0% | EKRC | 1% | UNKN | 99% | WBQC | 0% | WCPO | 0% |
|               |          | WKRC | 0% | WLWT | 0% | WSTR | 0%  | WXIX | 0% |      |    |

Books null  
Demos RA35+

Rep Order# 9795155 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 51595

Printed: 10/03/2012 8:14 AM  
Last Received: 10/02/2012 6:35 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 9

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.5 9/28

SEE LNS 1-8/10-12/18-36/39-42/45-46/47-55/57-58/61-62

FOR RATE REVS

SEE LN 44 FOR REV

PREVTT=55870 - REVTT=129375 - TOTAL ADD=73505

\*\*\*\*\*

Rep Order# 9834837 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/02/2012 8:21 AM  
Last Received: 10/01/2012 3:46 PM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1905  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT  | Ln  | Day    | Time        | Program               | Len | Rate    | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-------------|-----------------------|-----|---------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---    | ---         | -----                 | --- | ---     | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | TU-F,M | 7P-730P     | TWO & A HALF MEN      | :30 | \$70.00 | 10/02-10/08 | 2          | 1          | 2           | \$140.00   |         |
|     | 2   | TU-F,M | 730P-8P     | HOW I MET YOUR MOTHER | :30 | \$70.00 | 10/02-10/08 | 2          | 1          | 2           | \$140.00   |         |
|     | 3   | TU-F,M | 1105P-1135P | TWO AND A HALF MEN    | :30 | \$30.00 | 10/02-10/08 | 1          | 1          | 1           | \$30.00    |         |
|     | 4   | TU-F,M | 1135P-1205A | HOW I MET YOUR MOTHER | :30 | \$30.00 | 10/02-10/08 | 1          | 1          | 1           | \$30.00    |         |

---REPORT TOTALS---

Report Totals: 6 / \$340.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$340.00  
Sales Totals: 6 / \$340.00  
Station Totals: 6 / \$340.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |    |      |     |      |    |      |    |
|---------------|----------|------|----|------|----|------|-----|------|----|------|----|
| Market Totals | \$34,000 | CABL | 0% | EKRC | 1% | UNKN | 99% | WBQC | 0% | WCPC | 0% |
|---------------|----------|------|----|------|----|------|-----|------|----|------|----|

Rep Order# 9834837 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/02/2012 8:21 AM  
Last Received: 10/01/2012 3:46 PM  
Showing Buylines: All Lines

2 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1905  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

WKRC 0% WLWT 0% WSTR 0% WXIX 0%

Books null  
Demos RA35+

# Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 63353

**Line: 1**

|          |          |           |     |          |  |             |         |                         |  |     |   |       |
|----------|----------|-----------|-----|----------|--|-------------|---------|-------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | :13:26 PM | :30 | \$125.00 |  | M-F 7p-730p | 7p-730p | OBAMA ADD TO SKED .1905 |  | P-4 | 1 | MWASH |
|          |          |           |     | \$125.00 |  |             |         |                         |  |     |   | 1     |

**Line: 2**

|          |        |  |     |          |  |             |         |                         |  |     |   |       |
|----------|--------|--|-----|----------|--|-------------|---------|-------------------------|--|-----|---|-------|
| 10/05/12 | Friday |  | :30 | \$125.00 |  | M-F 730p-8p | 730p-8p | OBAMA ADD TO SKED .1905 |  | P-4 | 1 | MWASH |
|          |        |  |     | \$125.00 |  |             |         |                         |  |     |   | 1     |

**Line: 3**

|          |          |           |     |          |  |                 |             |                         |  |     |   |       |
|----------|----------|-----------|-----|----------|--|-----------------|-------------|-------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | :55:16 PM | :30 | \$50.00  |  | M-F 1135p-1205a | 1135p-1205a | OBAMA ADD TO SKED .1905 |  | P-4 | 1 | MWASH |
|          |          |           |     | \$50.00  |  |                 |             |                         |  |     |   | 1     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |
|          |          |           |     | \$300.00 |  |                 |             |                         |  |     |   | 3     |

[Filtered by: ] [Sorted by: Station]